

Agricultural Marketing Service  
Office of the Deputy Administrator for Marketing Programs  
Fruit and Vegetable Division  
Market News Branch  
Field Office  
Fruit and Vegetable Market Reporter  
GS-1147-5

SJ FV50

## I. INTRODUCTION

The Branch provides all segments of the fruit and vegetable, ornamental crops, peanut, honey, tree nut, and other related industries, as well as the consumer, with current, accurate, and impartial data and information on supplies, movement, distribution, demand, prices, and other factors which serve as a guide to them in more effectively marketing and distributing their products. The service provides essential information for planning and administering Federal and State programs. The Branch also provides information to various governmental agencies for use in administering Federal and State programs concerned with the production and marketing of horticultural products.

The Field Office is responsible for collecting, analyzing, preparing, and releasing market news data for all fresh fruits, vegetables, and other related products sold and distributed in the production area and/or terminal market, as appropriate. Reports cover trading of commodities moving in interstate commerce and affect marketing decisions nationwide.

The incumbent serves as a trainee market reporter.

## II. DUTIES AND RESPONSIBILITIES

Carries out assignments of a limited nature primarily for the purpose of obtaining on-the-job training in the methods and techniques for reporting supply, demand, price, market trends, and overall market conditions for fruits, vegetables, and related products for the local production area and/or terminal market. In performing these assignments, the incumbent applies a general understanding of marketing practices of fresh fruits and vegetables and channels of distribution for a wide range of commodities, as well as commodity packs, quality, condition, seasonal production areas, and various other factors.

Interviews (by telephone or in person) buyers, sellers, and others engaged in and concerned with all phases of the fresh fruit and vegetable industry to obtain pertinent information necessary for the preparation of daily or regularly scheduled market news reports. Under close supervision, prepares regular and recurring market news reports for dissemination by leased wire, radio, television, hard copy, and to commercial news services.

Through the performance of developmental work assignments, acquires the knowledges and skills to establish and maintain voluntary cooperation of industry officials, and to develop efficient methods of interviewing, assembling and analyzing data.

Performs a variety of administrative duties in promoting efficient office management.

Operates a variety of office equipment for use in preparing reports and releasing market data and information.

Adheres to Civil Rights policies, goals, and objectives in performing the duties of this position. Assures that oral and written communications are bias-free and that differences of other employees and clients are respected and valued.

### III. JOB CONTROLS

1. Responsibility for the Work of Others: None.
2. Supervision and Guidance Received:

The employee is under the technical and administrative supervision of the Officer-In-Charge of the shipping point and/or terminal market location, who provides the daily assignments as well as instructions and deadlines for carrying out the work. The employee works under close supervision in performing all duty assignments; however, as experience is gained the incumbent is provided with broader and more independent assignments with increasing freedom from detailed instruction and review. Completed work is reviewed for accuracy, adequacy, timeliness, and degree to which overall objectives are achieved.

Guidelines include the policies and procedures of the Branch's market news program as described in the Market News Handbook, as well as technical and administrative directives of the Division, Agency, and Department. The incumbent works in close adherence to the practices and procedures contained in the guide, or as provided orally by the supervisor. The incumbent consults with the supervisor in interpreting and applying the guides and/or deviating from standard practice prior to taking action.